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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/598,586	06/21/2000	Scott B Heintzeman	8477.99USC1	6546

7590 07/19/2007  
Alan G Gorman  
Merchant & Gould PC  
P O Box 2903  
Minneapolis, MN 55402-0903

EXAMINER
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LAstra, DANIEL

ART UNIT	PAPER NUMBER
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3622

MAIL DATE	DELIVERY MODE
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07/19/2007

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

## Interview Summary

**Application No.**

09/598,586

**Applicant(s)**

HEINTZEMAN ET AL.

**Examiner**

DANIEL LASTRA

**Art Unit**

3622

All participants (applicant, applicant's representative, PTO personnel):

(1) DANIEL LASTRA.

(3) \_\_\_\_\_.

(2) ALAN GORMAN.

(4) \_\_\_\_\_.

Date of Interview: 09 July 2007.

Type: a) ☒ Telephonic b) ☐ Video Conference  
c) ☐ Personal [copy given to: 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☒ No.

If Yes, brief description: \_\_\_\_\_.

Claim(s) discussed: 1.

Identification of prior art discussed: 1.

Agreement with respect to the claims f) ☐ was reached. g) ☒ was not reached. h) ☐ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: See Continuation Sheet.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.



Examiner's signature, if required

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: The Applicant argues that Lieberman does not teach "wherein the online awards system modifies the agent's point total in response to adjustment or cancellation of the on-line purchase. The Examiner answers that Lieberman teaches the concept that "purchase-required-for-entry" systems are old and well known in the promotion art, where a person needs to purchase an item from said systems in order that said systems grant an award to a person. Therefore, the Examiner is using said concept to teach that it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that if a person cancel a purchase in a purchase required for entry system, said system would not grant an award to a person as the purchase requirement was not met .